

What is claimed is:

1. A method of depositing a benefit agent on a keratinous surface, said method comprising topically applying to said surface an effective amount of a ringed gel composition comprising (a) a surfactant phase ; (b) an oil phase; and (c) a benefit agent.
2. A method according to claim 1, wherein the surfactant phase comprises at least one amphoteric surfactant, at least one nonionic surfactant and at least one anionic surfactant.
3. A method according to claim 2, wherein:
  - (a) the amphoteric surfactant is selected from alkyl amphocarboxylates, alkyl betaines, amidoalkyl betaines, amidoalkyl sultaines, alkyl amphophosphates, alkyl phosphobetaines, alkyl pyrophosphobetaines, alkyl sulfobetaines, carboxyalkyl alkyl polyamines, and mixtures thereof;
  - (b) the nonionic surfactant is selected from alcohol ethoxylates, alkyl phenol ethoxylates, fatty acid ethoxylates, fatty acid monoalkylolamide ethoxylates, fatty alcohol propoxylates, fatty amine alkoxylates, fatty acid glyceryl ester ethoxylates, and mixtures thereof;
  - (c) the anionic surfactant is selected from alkyl sulfates; alkyl ether sulfates; alkyl monoglyceryl ether sulfates; alkyl monoglyceride sulfates; alkyl monoglyceride sulfonates; alkyl sulfonates; alkylaryl sulfonates; alkyl sulfosuccinates; alkyl ether sulfosuccinates; alkyl sulfosuccinamates; alkyl amidosulfosuccinates; alkyl carboxylates; alkyl ether carboxylates; alkyl amidoethercarboxylates; alkyl succinates; fatty acyl sarcosinates; fatty acyl amino acids; fatty acyl taurates; fatty alkyl sulfoacetates; alkyl phosphates; alkyl isethionates, and mixtures thereof.
4. A method according to claim 1, wherein the oil phase has an HLB ranging from about 3 to about 18.
5. A method according to claim 4, wherein the oil phase has an HLB ranging from about 8 to about 11.

6. A method according to claim 1, wherein the oil phase is selected from the group consisting of mineral oil, silicone oil, perfluorocarbons, alkyl esters and mixtures thereof.

7. A method according to claim 1, wherein the oil phase has a viscosity ranging from about 1 to about 500 centistokes.

8. A method according to claim 6, wherein the viscosity ranges from about 10 to about 100 centistokes.

9. A method according to claim 1, wherein said composition comprises (a) from about 60 to about 95% by wt. of the surfactant phase, based on the total composition; and (b) from about 5 to about 40% by wt. of oil the phase, based on the total composition.

10. A method according to claim 1, wherein the benefit agent is selected from the group consisting of selected from the group consisting of vasoconstrictors, collagen enhancers, anti-edema agents, depigmentation agents; reflectants; detangling/wet combing agents; film forming polymers; humectants; amino acid agents; antimicrobial agents; allergy inhibitors; anti-acne agents; anti-aging agents; anti-wrinkling agents, antiseptics; analgesics; antitussives; antipruritics; local anesthetics; anti-hair loss agents; hair growth promoting agents; hair growth inhibitor agents; antihistamines; anti-infectives; inflammation inhibitors; anti-emetics; anticholinergics; vasoconstrictors; vasodilators; wound healing promoters; peptides, polypeptides and proteins; deodorants and anti-perspirants; medicament agents; skin emollients and skin moisturizers; skin firming agents, hair conditioners; hair softeners; hair moisturizers; vitamins; tanning agents; skin lightening agents; antifungals; depilating agents; shaving preparations; external analgesics; perfumes; fragrances counterirritants; hemorrhoidals; insecticides; poison ivy products; poison oak products; burn products; anti-diaper rash agents; prickly heat agents; make-up preparations; vitamins; amino acids and their derivatives; herbal extracts; retinoids; flavenoids; sensates; anti-oxidants; skin conditioners; hair lighteners; chelating agents; cell turnover enhancers; coloring agents; pigments; sunscreens and mixtures thereof.

11. A method according to claim 1, wherein said composition comprises from about 20 to about 70 wt. % water, based on the total composition.

M 12. A method according to claim 11, wherein said composition comprises from about 20 to about 50 wt. % water, based on the total composition.

13. A method according to claim 1, wherein the amount of surfactant in the composition ranges from about 10 to about 50 wt%, based on the total composition.

5 14. A method according to claim 13, wherein the amount of surfactant ranges from about 20 to about 45 wt. %, based on the total composition.

15. A method according to claim 1, wherein the benefit agent is present at from about 0.01 to about 10 wt.%, based on the total composition.

16. A method according to claim 1, wherein said keratinous surface is selected from the skin, hair, and/or nails of a human or animal.

17. The method according to claim 1, wherein the composition is in the form of a gel, a bath, a wash, a mousse, a shampoo, a rinse, a lotion, a cream, a wipe, a brush, a sponge, or a spray.

18. A method for treating acne of a mammal comprising topically applying, to the affected area of the skin, an effective amount of ringing gel composition comprising (a) a surfactant phase; (b) an oil phase; and (c) an anti-acne agent.

19. The method of claim 21, wherein the anti-acne agent is selected from the group consisting of benzoyl peroxide, retinol, elubiol, antibiotics, salicylic acid, and mixtures thereof.

20. A method of cleansing and delivering a benefit agent to hair, skin or nails of a mammal, comprising topically applying to a desired location an effective amount of a ringing gel composition comprising (a) a surfactant phase; (b) an oil phase; and (c) a benefit agent.